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Some East Zone Radio Listening Habits -
as Revealed by Visitors to the Berlin Trade Fair

(September 24 - October 9, 1955)

Series No. 2

Report No. 219

October 28, 1955

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

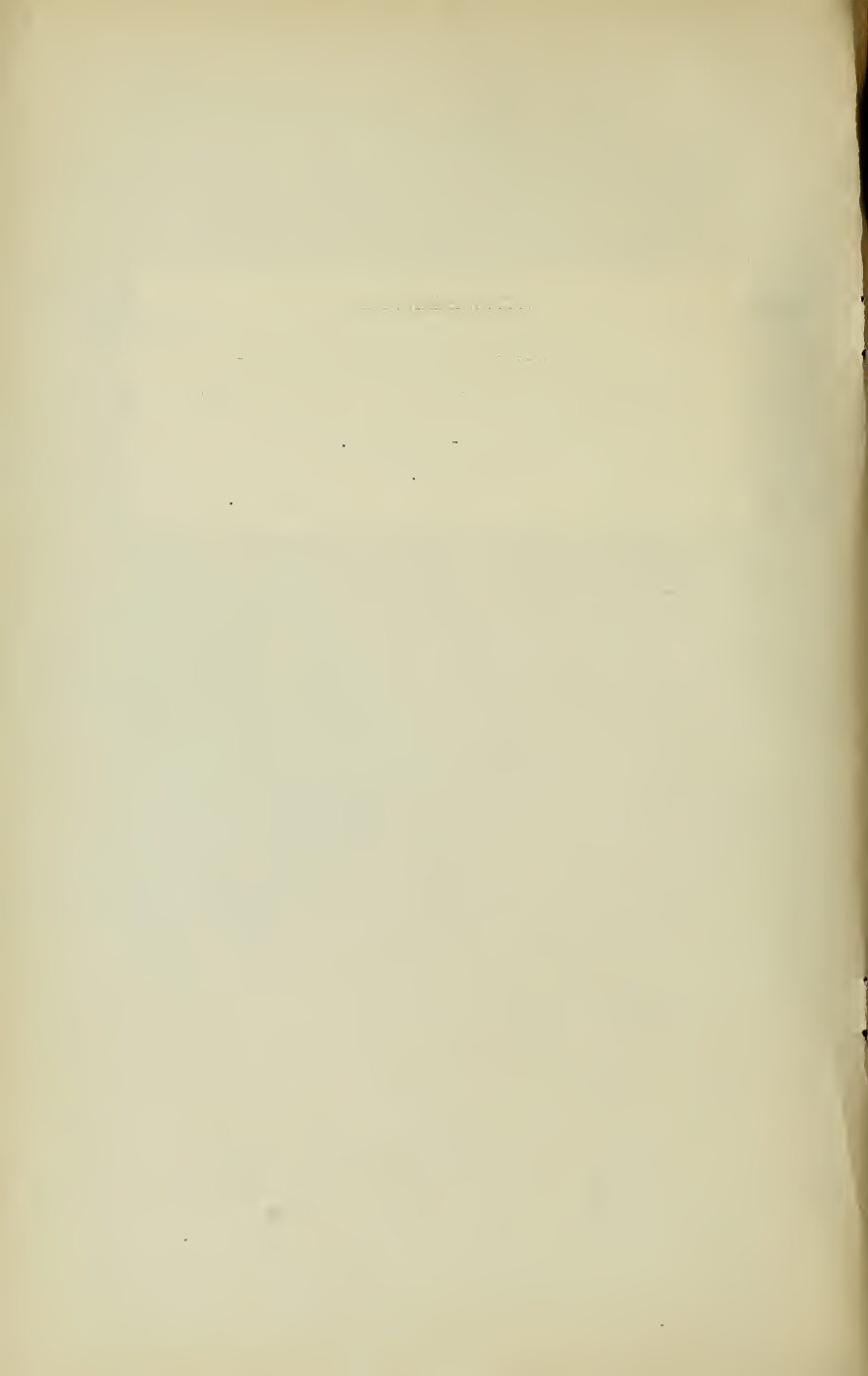


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INTRODUCTION

Purpose

This survey represents another in a series of attempts to obtain information from residents of East Germany on their radio listening habits on the occasion of their coming to West Berlin in relatively large numbers - prior to returning to the East Zone. The magnet which drew several hundred thousand East Germans to West Berlin during the last week in September, 1955, was the Berlin Industrial Fair.

Utilizing this opportunity the Research Staff planned a necessarily brief questionnaire to be asked of East Zoners who came to the Industrial Fair. The primary concern was to obtain as much information as possible on the reception conditions in East Germany for the programs of RIAS, the VOA, and the BBC. Preoccupation with this factor necessarily precluded investigation of other possible subjects such as program reactions and evaluations.

The Sample

As readers of this report realize, a true area probability sample of East Zone Germans cannot be drawn; and even, in the absence of sufficient reliable statistics concerning the population itself, a quota sample faces obvious shortcomings. The primary control exercised was to insure that the percentages of people from the various Laender of the East Zone were the same in the sample as is true in the East Zone (a most important consideration in view of the main interest in reception conditions). In view of these limitations and of the bias that must be inherent in the exclusive reliance on those East Germans, who under the conditions of Communist rule, would go to West Germany - and allow themselves to be interviewed - no claim can be made that these findings are a true, and unbiased picture of radio listening habits in East Germany.

They most certainly are, on the other hand, of more worth than the reactions and comments of scattered individuals who may volunteer disjointed scraps of information from East Germany. Furthermore, in view of the "post-Geneva" atmosphere, the sample obtained may not in fact be as biased as previous "visitors" from the East Zone have been. In the last analysis, therefore, a considerable new addition has been made to previous information concerning current radio listening patterns.

As usual, interviewing was conducted under German auspices by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

S U M M A R Y

According to the East Zone visitors, NWDR is the favorite radio station in Eastern Germany. RIAS, which is second, is usually heard over medium wave - and in the evening hours - despite the fact that RIAS' reception is the worst at that time, and over those frequencies.

Any comparison of RIAS, VOA, and BBC inclines one to the view that although RIAS' reception is not as satisfactory as that for the other two, it has a more faithful audience, one that considers it highly effective in refuting Eastern propaganda. RIAS reception is found to be best in Brandenburg and almost uniformly poor in the other Laender.

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Part I - General Listening Patterns

ALL EAST ZONE VISITORS ARE RADIO LISTENERS

While it might be expected that East Zoners who come to West Berlin to attend a Trade Fair would be more alert individuals on the average than are found in the population, it is still remarkable that without exception every individual said that he listened to the radio.

"Do you listen to the radio in the East Zone?"

Yes	100%
No	-
	<u>100%</u>

EAST ZONE STATIONS, NWDR, AND RIAS HEARD MOST OFTEN IN THE EAST ZONE

About two-thirds of the East Zoners listen to East German stations (65%), but almost as many listen to NWDR (62%), or to RIAS (58%). Since the category "east Zone Stations" actually comprises a number of stations, it means that NWDR and RIAS are in fact the two stations heard most often in the East Zone.

"Which radio station do you tune in most often?"

East Zone stations	65%
NWDR (Hamburg and Cologne)	62
RIAS I and II	58
(Berlin and Hof)	
"Sender Freies Berlin"	34
BBC	22
Suedwestfunk	18
Other West German stations	12
Other Western stations	10
Other Eastern stations	9
Voice of America	2
No opinion/No answer	-
	<u>292%[@]</u>

@ Some respondents gave more than one answer.

NWDR, RIAS, AND SENDER FREIES BERLIN FAVORITE RADIO STATIONS

The preference for Western radio stations is seen in the answers to the question below. The favorite station of the East Zone visitors is NWDR (33%). RIAS is in second place (20%), followed closely by Sender Freies Berlin (19%). East Zone stations (as a group) are only mentioned by 8% of the visitors.

"Which of these stations do you like best?"

NWDR (Hamburg and Cologne)	33%
RIAS I and II (Berlin and Hof)	20%
"Sender Freies Berlin"	19
East Zone Stations	8
SuedWestFunk	5
Other West German stations	4
BBC	3
Other Western stations	2
Voice of America	*
Other Eastern stations	*
No opinion/No answer	6
	<u>100%</u>

WEST GERMAN STATIONS CONSIDERED BEST RADIO SOURCE IN CRISIS SITUATION

Among this sample of East Zoners the largest proportion, over a third (37%), would turn to the news reports of the West German radio stations if there were a world crisis of some serious nature. In second place would be the news reports of the Swiss Broadcasting System (20%), while RIAS would be third (19%).@

Western sources of information were preferred by 95% as against 4% who would turn to East German stations, and another 1% who would listen to Radio Moscow.

"Supposing some time in the future another very serious political crisis would occur - something which might lead to a new world war: Which source of information would you chiefly rely on in that case in order to keep up with developments? (CARD)"

I would listen to the news of <u>West German</u> stations	37%
I would listen to the news of <u>the Swiss Broadcasting System</u> (Beromuenster)	20
I would listen to the news of <u>RIAS</u>	19
I would listen to the news of <u>Radio London</u> (BBC)	12
I would listen to the news of <u>the Voice of America</u>	6
I would listen to the news of <u>East German</u> stations	4
I would listen to the news of <u>Radio Moscow</u>	1
No opinion	1
	<u>100%</u>

@ Among refugees sampled in May 1954, RIAS was in first place - the choice of 33%, while West German stations were second with 27%. (Report No. 203, "East Zone Refugees Report on their Radio Listening Habits")

* Less than one half of one per cent.

Part II - Listeners to RIAS

(All information in this section has been derived from that 58% who mentioned that they listened to RIAS at all. This group has been taken as 100% and furnishes the basis for the data to be presented.)

Section 1 - Frequency and Means of Listening

RIAS AUDIENCE A FAITHFUL ONE

Over three-quarters of those who listen to RIAS do so at least several times a week. In fact almost six out of ten (59%) do so every day.

"Approximately how often do you listen to RIAS?"

Daily	59%	} 78%
Two to six times a week	19	
Once a week, several times a month	8	
Less than once a month	13	
Don't know	<u>1</u>	
	100%	

OVERWHELMING MAJORITY LISTENS TO RIAS IN THE EVENING - AND OVER MEDIUM WAVE

Three-quarters of the RIAS listeners (76%) report that they tune in during the evening hours; the morning is the next most popular period (38%); while a quarter (23%) listen at noontime. These figures add to more than 100% since it is of course possible to listen at more than one time during the day.

"At what time of the day do you usually listen to RIAS?"

In the morning	38%
At noontime	23
In the evening	<u>76</u>
	137%

In response to the question as to the wavelength which they use in listening to RIAS, some eight out of ten (79%) mentioned medium wave, while frequency modulation, long wave and short wave were only used by small groups (16%, 12% and 1% respectively).

"And over which wave length do you tune in?"

Medium wave	79%
F. M.	16
Long wave	12
Short wave	<u>1</u>
	108%

@ Some respondents gave more than one answer.

MEDIUM WAVE AND F. M. MAINLY USED AT NIGHT - LONG WAVE DURING THE DAY

When time of day and wavelength to which individuals usually listen to RIAS are considered together, it can be seen that those who listen over medium wave almost always listen at night (86%) while smaller groups listen over medium wave during the morning (28%) and at noontime (21%).

While two-thirds of the relatively small group who listen over F. M. also listen at night, a sizeable minority (47%) listens in the morning. Most of the few long wave listeners do so in the morning (71%) or at noontime (29%).

"At what time of the day do you usually listen to RIAS?
And over which wave length do you tune in?"

	<u>F. M.</u>	<u>Medium Wave</u>	<u>Long Wave</u>
In the morning	47%	28%	71%
At noontime	22	21	29
In the evening	67	86	-
	<u>136%^Q</u>	<u>135%^Q</u>	<u>100%</u>

Section 2 - Reception

F. M. GIVES BEST RECEPTION - MEDIUM WAVE LEAST SATISFACTORY

East Zone visitors were asked to consider the spoken programs of RIAS, such as the news and commentaries, and give their estimates of the quality of reception in terms of the degree of understandability of the program. They were not asked about the nature of any tuning difficulties since it was felt that they were not sufficiently expert to reliably distinguish between the various types of jamming, local electrical disturbances (such as factories, street cars, etc.), overlapping of stations, quality of the set, nature of antenna used, skill of the person in dialing, or any of the other factors that only a skilled radio engineer might be expected to differentiate between.

Those who listened to RIAS over F. M., medium wave, or long wave were asked, on a four-point scale, to give their judgment of the reception. Three-quarters of the F. M. listeners (75%) reported either no difficulties, or such minor disturbances that they could still hear almost everything. Slightly over half (55%) of the longwave listeners reported their listening to be that good, whereas about three out of ten (27%) listeners who use medium wave found reception that satisfactory.

"When you consider the spoken word programs of RIAS, such as news programs and commentaries, what difficulties do you experience in following these RIAS programs via (F. M.) (medium wave) (long wave)?

	<u>F. M.</u>	<u>Long Wave</u>	<u>Medium Wave</u>
No difficulties, clear reception	50%	14%	10%
Minor disturbances, I can hear nearly everything	25	43	17
Major disturbances, but I can follow the program fairly well	25	14	30
Heavy disturbances, I can hear only little or hardly anything	-	29	43
	<u>100%</u>	<u>100%</u>	<u>100%</u>

EVENING RECEPTION ON ALL WAVELENGTHS POORER THAN DURING THE DAY

Quality of reception varies not only according to the wavelength used by radio listeners to RIAS, but also according to the time of day during which they listen. When these three factors are studied together, it becomes apparent that reception over all wavelengths deteriorates in the evening hours, and that the best reception is recorded during daylight hours.

The percentage of people reporting no difficulties or only minor disturbances varies for the three time periods, among F.M. listeners from 100% in the morning, 100% at noon, to 87% in the evening. Among medium wave listeners for these same periods, the percentages are 41%, 35%, and 27%.

Time of Listening and Wavelength Tuned in By Reception of RIAS (Asked of RIAS Listeners Only)

	F. M.			Medium Wave			Long Wave		
	In the morn- ing	At noon- time	In the even- ing	In the morn- ing	At noon- time	In the even- ing	In the morn- ing	At noon- time	In the even- ing
	(10)	(8)	(24)	(51)	(40)	(158)	(18)	(8)	(2)
No diffi- culties, clear recept- ion	70%	63%	62%	16%	8%	11%	11%	-%	-%
Minor distur- bances, I can hear nearly every- thing	30	37	25	25	27	16	45	62	-
Major distur- bances, but I can follow the program fairly well	-	-	13	30	35	30	22	13	50
Heavy distur- bances, I can hear on- ly little or hard- ly any- thing	<u>-</u> 100%	<u>-</u> 100%	<u>-</u> 100%	<u>29</u> 100%	<u>30</u> 100%	<u>43</u> 100%	<u>22</u> 100%	<u>25</u> 100%	<u>50</u> 100%

BRANDENBURG HAS BEST RECEPTION, OTHER LAENDER ALMOST UNIFORMLY POOR

With the noteworthy exception of Brandenburg, where more than six out of ten report acceptable reception (without regard to wavelength), visitors from the other Laender of the East Zone mainly report heavy or major disturbances so that they can hardly follow the spoken programs. Throughout Sachsen, Sachsen-Anhalt, Thueringen, and Mecklenburg only three out of ten on the average say that there are either no difficulties or that they are of a minor nature so that they can hear almost everything. The most reports of heavy disturbances come from Thueringen and Sachsen-Anhalt.

Reception of RIAS by Laender (Asked of RIAS Listeners Only)

	Branden- burg	Sachsen	Sachsen/ Anhalt	Thueringen	Mecklen- burg	East Zone Listeners Generally
No difficulties, clear reception	30%	18%	12%	12%	8%	18%
Minor disturbances, I can hear nearly everything	32	20	18	18	17	21
Major disturbances, but I can follow the program fairly well	28	29	27	27	46	30
Heavy disturbances, I can hear only little or hardly anything	21	44	49	52	33	39
	<u>111%</u> ^②	<u>111%</u> ^②	<u>106%</u> ^②	<u>109%</u> ^②	<u>104%</u> ^②	<u>108%</u> ^②

Since, as we have already noted, reception varies with wavelength utilized, the following presentation is offered for consideration although it is realized that the already limited number of cases are being further reduced by addition of another factor. While not (statistically speaking) completely reliable, they are indicative, and worthy of study.

From the following table it can be observed that reception conditions in Brandenburg are better than in the other Laender over F. H. or over medium wave. .

While with the number of cases it is difficult to say where long wave reception is best, the worst long wave reception appears to be in Mecklenburg.

② Figures add up to more than 100% because some respondents listen to RIAS over various wave lengths.

RIAS Reception By Wave Length and Laender
(Asked of RIAS Listeners Only)

	Branden- burg	Sachsen	Sachsen/ Anhalt	Thueringen	Mecklen- burg
<u>Reception over</u> <u>Frequency Modulation:</u>	(7)	(9)	(7)	(5)	(3)
No difficulties, clear reception	86%	55%	28%	80%	33%
Minor disturbances, I can hear nearly everything	14	22	43	20	34
Major disturbances, but I can follow the program fairly well	-	23	29	-	33
Heavy disturbances, I can hear only little or hardly anything	$\frac{-}{100\%}$	$\frac{-}{100\%}$	$\frac{-}{100\%}$	$\frac{-}{100\%}$	$\frac{-}{100\%}$
<u>Reception over</u> <u>Medium Wave:</u>	(54)	(49)	(41)	(25)	(20)
No difficulties, clear reception	18%	8%	10%	-%	5%
Minor disturbances, I can hear nearly everything	31	6	7	12	15
Major disturbances, but I can follow the program fairly well	30	33	27	24	45
Heavy disturbances, I can hear only little or hardly anything	$\frac{21}{100\%}$	$\frac{53}{100\%}$	$\frac{56}{100\%}$	$\frac{64}{100\%}$	$\frac{35}{100\%}$
<u>Reception over</u> <u>Long Wave:</u>	(2)	(15)	(6)	(6)	(2)
No difficulties, clear reception	50%	20%	-%	-%	-%
Minor disturbances, I can hear nearly everything	-	53	50	33	-
Major disturbances, but I can follow the program fairly well	-	7	17	50	50
Heavy disturbances, I can hear only little or hardly anything	$\frac{50}{100\%}$	$\frac{20}{100\%}$	$\frac{33}{100\%}$	$\frac{17}{100\%}$	$\frac{50}{100\%}$

THE BETTER RIAS RECEPTION, THE GREATER THE LIKELIHOOD THAT ITS LISTENERS WILL NAME IT AS THEIR FAVORITE STATION

The importance of reception as a factor in determining liking for RIAS is seen in the following table, which shows that the percentage of RIAS listeners naming RIAS as their favorite station increases in direct proportion with their evaluation of the quality of reception.

Listening to RIAS by Reception
(Asked of RIAS Listeners Only)

	<u>RIAS Listeners Who Like RIAS Best</u>	<u>RIAS Listeners Who Prefer Another Station</u>	<u>No. of cases</u>
No difficulties, clear reception	51%	49%...100%	(41)
Minor disturbances, I can hear nearly everything	46	54 ...100%	(52)
Major disturbances, but I can follow the program fairly well	36	64 ...100%	(69)
Heavy disturbances, I can hear only little or hardly anything	21	79 ...100%	(91)

RIAS RECEPTION CONSIDERED WORSE IN PAST SIX MONTHS

The majority of the RIAS listeners (51%) considered the reception to be about the same now as it was some six months ago, however, a third (35%) thought that it had worsened to some degree, whereas only a tenth (11%) thought it had improved.

"How is the reception of RIAS lately, let's say, during the past six months, is it improved, worsened or is it unchanged?"

Very much improved	1%	} 11%
Somewhat improved	10	
Unchanged	51	} 35%
Somewhat worsened	14	
Very much worsened	21	
No opinion/No answer	3	
	<u>100%</u>	

Section 3 - RIAS Effectiveness

OVERWHELMING MAJORITY SEE RIAS EFFECTIVE IN REFUTING EASTERN PROPAGANDA

Almost three-quarters of the RIAS listeners (73%) said that they considered RIAS to be either "very effective" or "fairly effective" in refuting Eastern propaganda; hardly more than one out of ten (13%) thought that it was but "slightly effective" or "not effective at all."

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

Very effective	49%	} 73%
Fairly effective	24	
Only slightly effective	10	
Not effective at all	3	
No opinion/No answer	14	
	<u>100%</u>	

TRUTHFUL INFORMATION, UNAVAILABLE IN THE EAST ADVANCED AS MAIN REASONS FOR RIAS' EFFECTIVENESS

From the "free" answers advanced by the East Zone visitors as to why they replied as they did to the previous question on whether they felt RIAS was effective in refuting Communist propaganda may be seen the basis for the value RIAS' listeners place on the station.

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

IF "Very effective" or "Fairly effective":

"Why do you consider RIAS to be (very) (fairly) effective in this respect?"

Based upon
RIAS Listeners

Because RIAS reports objectively and truthfully

29%

"RIAS news programs are true to fact, and the truth always carries weight."

"They tell the truth over RIAS, and that's why the Communists cannot deceive us."

"The RIAS programs certainly are effective, for they record developments faithfully."

"RIAS speaks up, whether things are good or bad. RIAS will always report truthfully. And this faithful sticking to the truth is a thing that impresses all of us."

"Because RIAS doesn't tell such lies as our stations do. What RIAS broadcasts is true."

"Through RIAS we learn how things actually stand; what the East tells us is just a bunch of lies."

(Cont'd on next page)

Because RIAS supplies information kept from us.

16%

"It's because RIAS has good sources of information at its disposal from which it learns all that is kept from us. I mean, all those goings-on within the DDR-government."

"RIAS unearths everything. It reports on the machinations occurring in the East of which we are kept ignorant."

"Because one learns things over RIAS which we have no chance of hearing over there. In the East Zone all news is one-sided, and therefore we turn a deaf ear to it."

"Because RIAS informs its listeners on a thing a few days before it breaks in the East Zone."

Because RIAS succeeds in refuting the arguments brought forward by Eastern propagandists

13

"RIAS brings detailed reports on the motives behind the so-called noble intentions the Pankow government claims to harbor towards Bonn. It reveals Pankow's duplicity. In that way we learned that it's not the West who is out to perpetuate the division of Germany, but that it's the East who is double-dealing."

"RIAS calmly counters the agitation that's carried on against America in our Zone. It informs us that America is most willing to help us East Zone residents."

"RIAS always acts fast in denying some false report, so people over there in the East Zone can keep tab on developments; just take those management-labor disputes which resulted in strikes, our stations cooked up the reports in such a manner that we don't believe a word of the stuff the East Zone speakers feed to us any more."

"While the DDR uses things for political window dressing, we learn from RIAS what actually is at stake."

Although RIAS is successful, it occasionally agitates

8

"As a rule, they enlighten people on the goings-on, but they also tell lies occasionally."

"There is no doubt about RIAS being effective, it informs us on the situation of the East, but it should not agitate in such a clumsy manner. It should leave that to the Eastern stations."

"Occasionally RIAS is awfully aggressive. That's not good, for thus it appears to be spiteful."

Because RIAS boosts the morale of East Zone residents

4

"RIAS attends to our interests and bolsters our courage. It's all right what they broadcast. We do not want to hear anything else."

"Because RIAS offers a great many programs which serve to encourage us. Those programs inspire us with hope and courage."

"RIAS does a lot of good to my nerves. All this Eastern propaganda makes me feel positively ill."

(Cont'd on next page)

(Cont'd from preceding page)

Based upon
RIAS Listeners

Because RIAS is our only link with the outside
(Western) world

4%

"It's our only connection with the West, as it is too dangerous to keep publications of any kind."

"Even die-hard Communists listen to RIAS. Tuning in to RIAS is the only chance we have to keep in contact with the outside world."

Other answers

2

No opinion/No answer

2
80%^a

ONLY MINOR CRITICISM THAT RIAS IS NOT OBJECTIVE OR TRUTHFUL

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

IF "Only slightly effective" or "Not effective at all":
"Why do you consider RIAS to be (only slightly effective) (or not effective at all) in this respect?"

Based Upon
RIAS Listeners

Because RIAS does not report objectively or truthfully

5%

"RIAS has laid it on much too thick of late. It agitates too much and does not report objectively."

"RIAS is too aggressive as far as politics is concerned, and thus it provokes many people. SFB is much more objective and that's why it appeals more strongly to my friends. Listening to RIAS you always have the feeling that it makes propaganda at any cost."

"I found that in some programs there were some errors. The reports weren't quite true to fact."

"We noticed that RIAS does not always quite stick to the truth. I'm sure they do not tell deliberate lies, but they rely on news they get from dubious people, and that makes you feel skeptical."

Because RIAS is badly jammed

3

"It's impossible to hear the RIAS programs clearly. Those interfering stations make such a racket that you get a headache if you listen to it for some time."

"That radio station in Leipzig jams RIAS so badly that its programs aren't effective any longer."

Other answers

1

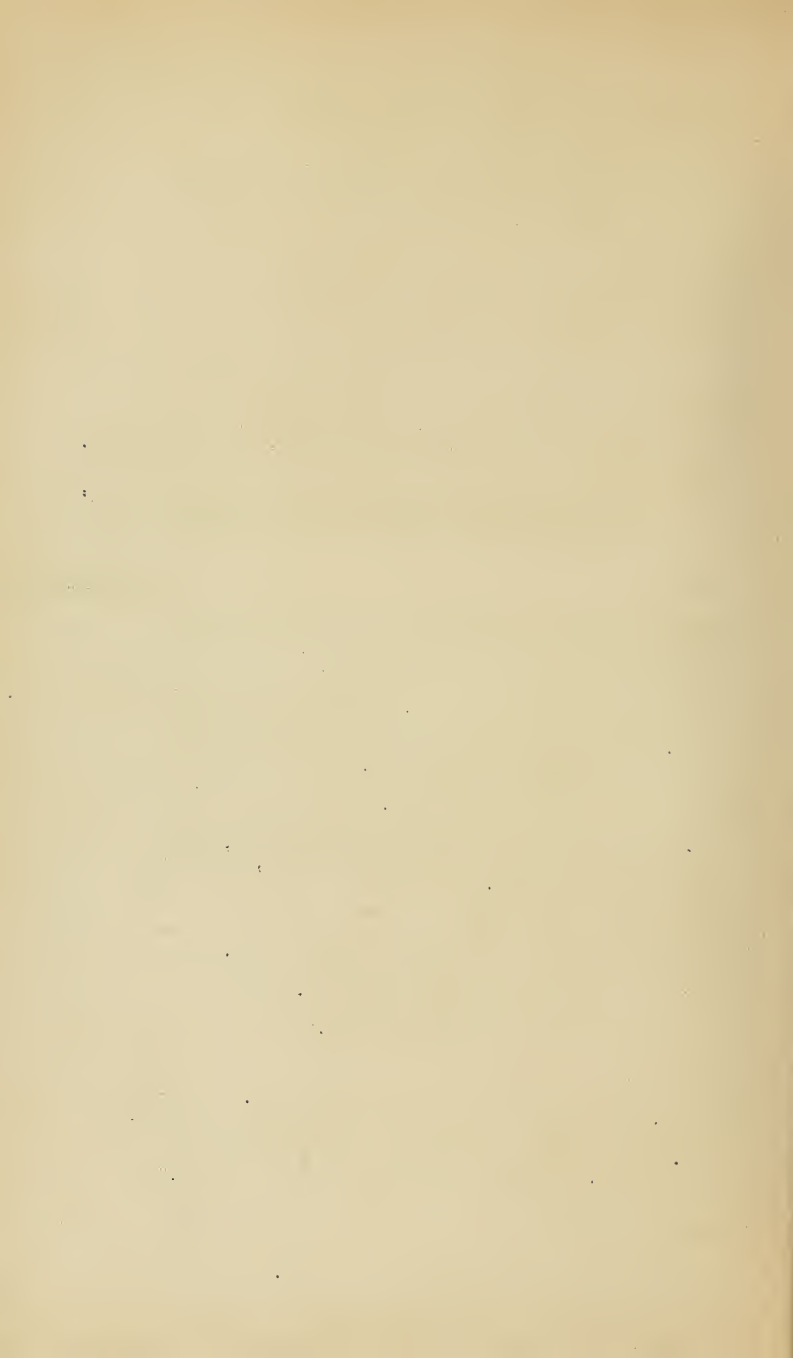
"RIAS refutes arguments in too superficial a way. To get anywhere, RIAS ought to supply more authoritative material."

"I just cannot stand that blasted church propaganda any longer. They carry on propaganda for the Yanks and the Catholics only. Nobody believes this stuff any longer."

No opinion/No answer

7
16%^a

^a Some respondents gave more than one answer.



Part III - Listeners to VOA

Section 1 - Frequency and Means of Listening

TWO-THIRDS LISTEN TO THE VOA

Approximately two-thirds of the East Zoners (65%) said that they occasionally listened to the "Voice of America". Direct comparison of this figure with the percentages obtained for RIAS, NWDR, etc. should not be made since a different wording was used for the other stations. ("What radio station do you tune in most often?"). Identical questions were not used as the "Voice of America" is not a separate, identifiable station in the eyes of most Germans, but rather a program carried over known radio stations, such as RIAS, Radio Frankfurt, Radio Munich, Radio Stuttgart, Radio Bremen, etc. With this general phrasing, the largest identifiable group could be obtained to whom more precise questions might later be put.

"Do you occasionally listen to the program of the
'Voice of America'?" (Asked of all)

Yes	65%
No	<u>35</u>
	100%

HALF OF VOA AUDIENCE LISTENS AT LEAST SEVERAL TIMES A WEEK

Slightly over half (52%) of those who say that they occasionally listen to the "Voice of America" program state that they listen at least several times a week to the program. An additional 22%, making almost three-quarters of the total, say that they listen at least once a week.

"Approximately how often do you tune it in?"
(Asked of VOA listeners only)

Daily	22%	} 52%
Two to six times a week	30	
Once a week, several times a month	22	
More seldom	26	
Don't know	<u> </u>	
	100%	

RIAS CHIEF CHANNEL FOR HEARING VOA

Seven out of ten VOA listeners hear the program over RIAS (70%), while another quarter (24%) listen to it over other West German stations - such as Radio Munich, Frankfurt, or Stuttgart.

"Do you hear it over the RIAS station, Radio Munich or some other radio station?" (Asked of VOA listeners only)

RIAS	70%
Some other radio stations	24
Don't know	<u>9</u>
	103% ^Q

STATION OVER WHICH VOA HEARD VARIES BY LAND (ALMOST EVERYONE IN BRANDENBURG USES RIAS)

The proportion of VOA listeners hearing the program over RIAS varies considerably according to the Land from which they come. In Brandenburg almost everyone (94%) listens to the VOA over RIAS, while 4% name other stations. In Thuringen, however, only a little over half (57%) use RIAS, while a third (33%) use other West German stations.

Station Over Which Respondent Listens to VOA by Laender (Asked of VOA Listeners Only)

	East Zone					
	Listeners Generally	Brandenburg	Sachsen	Sachsen/Anhalt	Thuer-ingen	Mecklen-burg
	(258)	(54)	(77)	(55)	(42)	(30)
RIAS	70%	94%	68%	62%	57%	67%
Some other radio stations	24	4	31	27	33	23
Don't know which station	<u>9</u>	<u>4</u>	<u>8</u>	<u>11</u>	<u>14</u>	<u>10</u>
	103% ^Q	102% ^Q	107% ^Q	100%	104% ^Q	100%

© Some respondents listen to more than one station.

Section 2 - Reception

THREE-QUARTERS OF VOA LISTENERS CAN FOLLOW THE PROGRAM, DESPITE DISTURBANCES

While somewhat under half (46%) of the VOA listeners report good reception, i.e. no disturbances, or only minor ones, an additional 28% although reporting major disturbances say they can still follow the program fairly well. Thus only one-quarter (26%) say they find real trouble trying to hear the VOA.

"And how do you find reception of the 'Voice of America'?"

No difficulties, clear reception	17%	} 46%
Minor disturbances, I can hear		
nearly everything	29	
Major disturbances, but I can follow the program fairly well	28	
Heavy disturbances, I can hear only a little or hardly anything		
	26	
	<u>100%</u>	

VOA RECEPTION ALSO BEST IN BRANDENBURG

As was reported by RIAS listeners, reception of the VOA program appears to be better, by far, in Brandenburg than in any of the other Laender. In Brandenburg 63% report no trouble or only minor disturbances. This is some 15 - 20 percentage points better than is reported in Sachsen/Anhalt, and Sachsen, and about twice as good as that reported in Thuringen or Mecklenburg. The heaviest disturbances are reported in Sachsen, where 35% say they can only hear a little or hardly anything.

Reception of VOA by Laender (Asked of VOA Listeners Only)

	East Zone Listeners Generally	Branden- burg	Sachsen Sachsen	Anhalt	Thuringen	Mecklen- burg
	(258)	(54)	(77)	(55)	(42)	(30)
No difficulties, clear reception	17%	24%	17%	16%	10%	13%
Minor disturbances, I can hear nearly everything	29	39	27	33	21	20
Major disturbances, but I can follow the program fairly well	28	26	21	22	40	47
Heavy disturbances, I can hear only a little or hardly anything	26	11	35	29	29	20
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

VOA RECEPTION SOMEWHAT BETTER OVER WEST GERMAN STATIONS THAN OVER RIAS

Whereas slightly over half of those who listen to the VOA over West German stations (55%) say that they have either no difficulties, or only minor disturbances, slightly under half (45%) of those who listen over RIAS report reception to be that good. This factor helps explain the small advantage VOA reception appears to have over RIAS.

Station Over Which Respondent Listens to VOA (Asked of VOA Listeners Only)

	<u>RIAS</u> (181)	<u>Some other radio stations</u> (62)	<u>Don't know which station</u> (23)
<u>Reception of VOA:</u>			
No difficulties, clear reception	15%)	28%)	9%)
Minor disturbances, I can nearly hear everything	30 } 45%	27 } 55%	13 } 22%
Major disturbances, but I can follow the program fairly well	27	29	39
Heavy disturbances, I can hear only little or hardly anything	<u>28</u> 100%	<u>16</u> 100%	<u>39</u> 100%



Part IV - Listeners to the BBC

Section 1 - Frequency of Listening

MAJORITY LISTEN TO THE BBC

Over half of the East Zone visitors are listeners to the BBC (55%). Fifty-four per cent (54%) listen to the German language broadcasts, and four per cent (4%) listen to the English language broadcasts. There is some overlap here since a number of individuals listened to both the German and the English broadcasts of the BBC.

"Do you sometimes also listen to the program of Radio London, the so-called British Broadcasting Corporation or BBC? (IF "Yes": To German language programs or to English language programs?)" (Asked of all radio listeners)

Yes, German language programs	54%
Yes, English language programs	4
No	45
	<u>103%</u>

ABOUT HALF ARE FREQUENT LISTENERS

Almost half (48%) of those who do listen to the BBC do so at least several times a week. This figure is slightly under that noted earlier for the VOA (52%) and considerably less than found for RIAS (78%).

"Approximately how often do you listen to these programs?"

Daily	16%)	
Two to six times a week	32) 48%
Once a week, several times		
a month	26	
More seldom	26	
Don't know	*	
	<u>100%</u>	

Section 2 - Reception

THREE-QUARTERS OF BBC LISTENERS FIND LITTLE OR NO TROUBLE IN HEARING THE PROGRAMS

The BBC signal evidently has little trouble penetrating East Germany for three-quarters of the BBC listeners (73%) report no difficulties or only minor disturbances when listening to the program. This figure is considerably higher than reported by VOA listeners (46%) or by RIAS listeners.

"And how do you find reception of the BBC program?"

No difficulties, clear reception	32%)	
Minor disturbances, I can hear		} 73%
nearly everything	41	
Major disturbances, but I can		
follow the program fairly well	19	
Heavy disturbances, I can hear		
only little or hardly anything	8	
Don't know	*	
	<u>100%</u>	

* Less than one half of one per cent.

© Some respondents listened to the German and the English broadcasts.



A P P E N D I X A

Comparisons of RIAS, VOA, and BBC

Comparisons of RIAS, VOA, and BBC

	<u>RIAS</u> <u>(231)</u>	<u>VOA</u> <u>(258)</u>	<u>BBC</u> <u>(218)</u>
<u>Listeners</u> (as % of sample)	+	65%	55%

Frequency of Listening

Daily	59%	22%	16%
Two to six times a week	19	30	32
Once a week, several times a month	8	22	26
More seldom	13	26	26
Don't know	<u>1</u> <u>100%</u>	<u>-</u> <u>100%</u>	<u>*</u> <u>100%</u>

Reception

No difficulties, clear reception	16%	17%	32%
Minor disturbances, I can hear nearly everything	21	29	41
Major disturbances, I can follow the pro- gram fairly well	27	28	19
Heavy disturbances, I can hear only little or hardly anything	36	26	8
Don't know	<u>-</u> <u>100%</u>	<u>-</u> <u>100%</u>	<u>*</u> <u>100%</u>

+ Comparison not valid, due to use of different question.

* Less than one half of one per cent.

Composition of Audience

	<u>RIAS</u>	<u>VOA</u>	<u>BBC</u>
<u>Sex:</u>			
Men	62%	61%	67%
Women	<u>38</u>	<u>39</u>	<u>32</u>
	100%	100%	100%
<u>Education:</u>			
Elementary school	55%	53%	50%
Beyond elementary	<u>45</u>	<u>47</u>	<u>50</u>
	100%	100%	100%
<u>Age:</u>			
Up to 24 years	22%	20%	25%
25 to 34 years	24	23	29
35 to 44 years	14	13	14
45 to 54 years	22	24	19
55 to 64 years	13	15	9
65 years and over	<u>5</u>	<u>5</u>	<u>4</u>
	100%	100%	100%
<u>Occupation:</u>			
Professionals	11%	10%	11%
Businessmen	8	9	9
White-collar workers	16	16	16
Skilled laborers	19	17	20
Semi-skilled laborers	4	5	5
Domestic service	3	2	1
Farmers, farmhands	3	4	5
Housewives	21	21	15
Unemployed	-	-	-
Pensioners; retired	3	4	4
Students, pupils, apprentices	<u>12</u>	<u>12</u>	<u>14</u>
	100%	100%	100%
<u>City Size:</u>			
Up to 1,999	13%	14%	12%
2,000 to 4,999	9	9	7
5,000 to 9,999	14	13	11
10,000 to 24,999	12	11	10
25,000 to 49,999	12	12	14
50,000 to 99,999	5	5	8
100,000 and more	<u>35</u>	<u>36</u>	<u>38</u>
	100%	100%	100%
<u>Land:</u>			
Brandenburg	25%	21%	13%
Sachsen	29	30	34
Sachsen/Anhalt	22	21	24
Thueringen	14	16	17
Mecklenburg	<u>10</u>	<u>12</u>	<u>12</u>
	100%	100%	100%

A P P E N D I X B

Population Breaks

"Approximately how often do you listen to RIAS?"

<u>All RIAS Listeners</u>						
	<u>Daily</u>	<u>2-6 times a week</u>	<u>Once a week, several times a month</u>	<u>Less than once a month</u>	<u>Don't know</u>	<u>No. of cases</u>
<u>RIAS Listeners</u>	59%	19%	8%	13%	1%...100%	231
<u>Sex:</u>						
Men	54	21	8	15	2	143
Women	67	15	8	10	-	88
<u>Education:</u>						
Elementary school	64	17	6	13	-	127
Beyond elementary	51	21	11	14	3	104
<u>Age:</u>						
18 to 24 years	42	28	10	16	4	50
25 to 34 years	53	24	7	16	-	55
35 to 44 years	52	15	12	18	3	33
45 to 54 years	65	15	10	10	-	52
55 to 64 years	80	10	3	7	-	30
65 years and over	100	-	-	-	-	11
<u>Occupation:</u>						
Professionals	56	8	12	20	4	25
Businessmen	85	5	5	5	-	19
White-collar workers	56	19	17	8	-	36
Skilled laborers	51	23	-	26	-	43
Semi-skilled laborers	56	38	6	-	-	16
Farmers	74	13	13	-	-	8
Housewives	70	10	8	12	-	49
Unemployed; pensioners; retired	71	29	-	-	-	7
Students; pupils	36	32	11	14	7	28
<u>City Size:</u>						
Up to 1,999	65	19	10	6	-	31
2,000 to 4,999	63	23	5	9	-	22
5,000 to 24,999	57	19	2	20	2	59
25,000 to 99,999	59	10	15	13	3	39
100,000 and more	57	20	10	12	1	80
<u>Land:</u>						
Brandenburg	74	21	-	5	-	57
Sachsen	56	21	6	15	2	66
Sachsen/Anhalt	58	12	14	14	2	51
Thuringen	43	18	18	18	3	33
Mecklenburg	54	21	8	17	-	24
<u>Distance from Berlin:</u>						
Up to 100 kilometers	73	22	-	5	-	63
101 - 200 kilometers	57	14	11	18	-	110
201 kilometers and more	46	23	12	14	5	58

"At what time of the day do you usually listen to RIAS?"

	<u>All RIAS Listeners</u>			<u>No. of cases</u>
	<u>In the morning</u>	<u>At noontime</u>	<u>In the evening</u>	
<u>RIAS Listeners</u>	38%	23%	77%...138% [@]	231
<u>Sex:</u>				
Men	38	22	76 ...136	143
Women	39	25	78 ...142	88
<u>Education:</u>				
Elementary school	38	27	76 ...141	127
Beyond elementary	39	18	77 ...134	104
<u>Age:</u>				
18 to 24 years	36	18	74 ...128	50
25 to 34 years	31	20	85 ...136	55
35 to 44 years	49	21	70 ...140	33
45 to 54 years	31	17	87 ...135	52
55 to 64 years	53	37	63 ...153	30
65 years and over	45	55	54 ...154	11
<u>Occupation:</u>				
Professionals	44	24	64 ...132	25
Businessmen	52	37	79 ...168	19
White-collar workers	33	22	72 ...127	36
Skilled laborers	35	16	84 ...135	43
Semi-skilled laborers	50	19	75 ...144	16
Farmers	12	37	63 ...112	8
Housewives	39	24	80 ...143	49
Unemployed; pensioners; retired	29	28	86 ...143	7
Students; pupils	36	18	78 ...132	28
<u>City Size:</u>				
Up to 1,999	42	42	78 ...162	31
2,000 to 4,999	23	32	77 ...132	22
5,000 to 24,999	34	13	83 ...130	59
25,000 to 99,999	43	26	67 ...136	39
100,000 and more	42	19	77 ...138	80
<u>Land:</u>				
Brandenburg	48	37	91 ...176	57
Sachsen	39	17	74 ...130	66
Sachsen/Anhalt	27	22	71 ...120	51
Thuringen	33	21	67 ...121	33
Mecklenburg	42	12	75 ...129	24
<u>Distance from Berlin:</u>				
Up to 100 kilometers	45	30	88 ...163	63
101 - 200 kilometers	41	21	74 ...136	110
201 kilometers and more	26	19	67 ...112	58

[@] Some respondents listened to RIAS several times during the day.

"And over which wave-length do you tune in?"

	<u>All RIAS Listeners</u>				<u>No. of cases</u>
	<u>Frequency Modulation</u>	<u>Medium Wave</u>	<u>Long Wave</u>	<u>Short Wave</u>	
<u>RIAS Listeners</u>	16%	78%	12%	1%...107% [@]	231
<u>Sex:</u>					
Men	15	80	14	1 ...110	143
Women	17	77	9	- ...103	88
<u>Education:</u>					
Elementary school	13	80	11	2 ...106	127
Beyond elementary	18	78	13	- ...109	104
<u>Age:</u>					
18 to 24 years	14	76	20	2 ...112	50
25 to 34 years	18	80	13	2 ...113	55
35 to 44 years	18	76	9	- ...103	33
45 to 54 years	13	81	6	- ...100	52
55 to 64 years	20	80	10	- ...110	30
65 years and over	-	82	18	- ...100	11
<u>Occupation:</u>					
Professionals	12	72	20	- ...104	25
Businessmen	16	89	5	- ...110	19
White-collar workers	22	64	17	- ...103	36
Skilled laborers	9	91	7	2 ...109	43
Semi-skilled laborers	6	81	13	6 ...106	16
Farmers	12	88	12	- ...112	8
Housewives	18	30	4	- ...102	49
Unemployed; pensioners; retired	29	86	14	- ...129	7
Students; retired	18	71	25	- ...114	28
<u>City Size:</u>					
Up to 1,999	6	87	10	- ...103	31
2,000 to 4,999	9	86	9	- ...104	22
5,000 to 24,999	12	85	5	2 ...104	59
25,000 to 99,999	23	72	8	3 ...106	39
100,000 and more	20	73	22	- ...115	80
<u>Land:</u>					
Brandenburg	14	89	4	- ...107	57
Sachsen	17	71	19	2 ...109	66
Sachsen/Anhalt	14	76	12	2 ...104	51
Thuringen	18	76	15	- ...109	33
Mecklenburg	17	83	8	- ...108	24
<u>Distance from Berlin:</u>					
Up to 100 kilometers	13	87	5	- ...105	63
101 - 200 kilometers	17	78	16	2 ...113	110
201 kilometers and more	15	73	14	- ...102	58

@ Some respondents listened to RIAS over various wave-lengths.

"How is the reception of RIAS lately, let's say, during the past six months, is it improved, worsened or is it unchanged?"

	<u>All RIAS Listeners</u>				<u>No. of cases</u>
	<u>Im- proved</u>	<u>Un- changed</u>	<u>Worsened</u>	<u>No opinion</u>	
<u>RIAS Listeners</u>	11%	51%	35%	3%...100%	231
<u>Sex:</u>					
Men	9	47	39	5	143
Women	14	55	30	1	88
<u>Education:</u>					
Elementary school	11	53	33	3	127
Beyond elementary	11	48	37	4	104
<u>Age:</u>					
18 to 24 years	6	44	42	8	50
25 to 34 years	11	43	42	4	55
35 to 44 years	9	49	39	3	33
45 to 54 years	13	56	29	2	52
55 to 64 years	17	63	20	-	30
65 years and over	9	64	27	-	11
<u>Occupation:</u>					
Professionals	16	32	48	4	25
Businessmen	11	58	26	5	19
White-collar workers	17	44	39	-	36
Skilled laborers	9	46	40	5	43
Semi-skilled laborers	-	50	44	6	16
Farmers	-	87	13	-	8
Housewives	16	51	31	2	49
Unemployed; pensioners; retired	-	86	14	-	7
Students, pupils	4	57	32	7	28
<u>City Size:</u>					
Up to 1,999	10	64	26	-	31
2,000 to 4,999	9	36	50	5	22
5,000 to 24,999	12	46	37	5	59
25,000 to 99,999	13	58	26	3	39
100,000 and more	10	48	38	4	80
<u>Land:</u>					
Brandenburg	10	69	19	2	57
Sachsen	11	42	44	3	66
Sachsen/Anhalt	14	47	37	2	51
Thuringen	6	49	39	6	33
Mecklenburg	13	42	37	8	24
<u>Distance from Berlin:</u>					
Up to 100 kilometers	11	63	24	2	63
101 to 200 kilometers	12	47	39	2	110
201 kilometers and more	9	43	39	9	58

"How effective is RIAS, in your opinion, in refuting Eastern propaganda: Very effective, fairly effective, only slightly effective or not effective at all?"

All RIAS Listeners

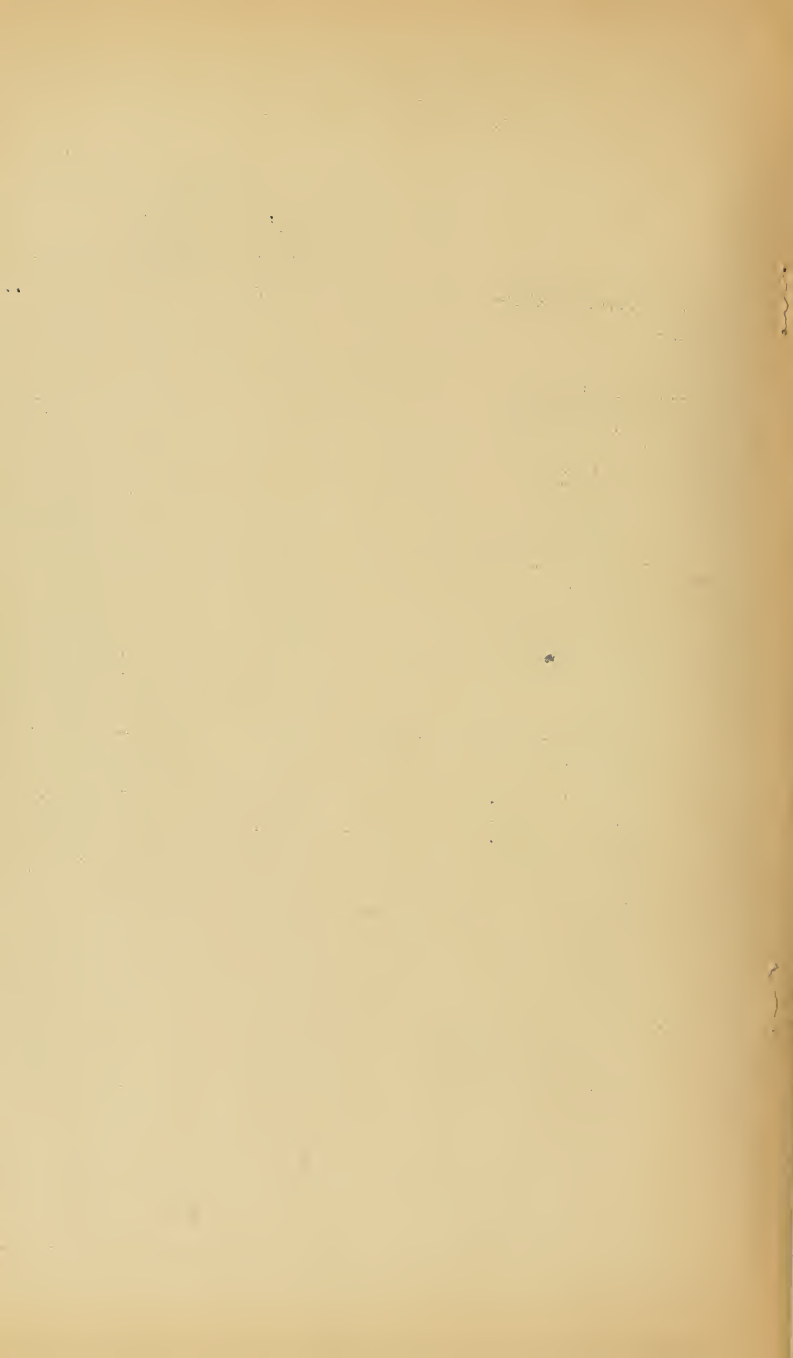
	Very/ fairly effective	Only slightly effective/ Not effective at all	No opinion/ No answer	No. of cases
<u>RIAS Listeners</u>	73%	13%	14%...100%	231
<u>Sex:</u>				
Men	70	14	16	143
Women	78	11	11	88
<u>Education:</u>				
Elementary school	82	7	11	127
Beyond elementary	63	20	17	104
<u>Age:</u>				
18 to 24 years	66	18	16	50
25 to 34 years	58	18	24	55
35 to 44 years	82	3	15	33
45 to 54 years	79	11	10	52
55 to 64 years	84	13	3	30
65 years and over	100	-	-	11
<u>Occupation:</u>				
Professionals	72	16	12	25
Businessmen	73	16	11	19
White-collar workers	72	6	22	36
Skilled laborers	82	9	9	43
Semi-skilled laborers	75	6	19	16
Farmers	87	-	13	8
Housewives	76	10	14	49
Unemployed; pensioners; retired	57	43	-	7
Students, pupils	57	29	14	28
<u>City Size:</u>				
Up to 1,999	77	13	10	31
2,000 to 4,999	72	14	14	22
5,000 to 24,999	73	8	19	59
25,000 to 99,999	70	15	15	39
100,000 and more	74	15	11	80
<u>Land:</u>				
Brandenburg	79	18	3	57
Sachsen	68	15	17	66
Sachsen/Anhalt	70	10	20	51
Thueringen	73	9	18	33
Mecklenburg	79	6	13	24
<u>Distance from Berlin:</u>				
Up to 100 kilometers	77	18	5	63
101 to 200 kilometers	70	14	16	110
201 kilometers and more	74	5	21	58

"Do you occasionally listen to the program of the
'Voice of America'?"

	<u>All Radio Listeners</u>		
	<u>Yes</u>	<u>No</u>	<u>No. of cases</u>
<u>All Radio Listeners</u>	65%	35%...100%	399
<u>Sex:</u>			
Men	66	34	240
Women	63	37	159
<u>Education:</u>			
Elementary school	63	37	220
Beyond elementary	67	33	179
<u>Age:</u>			
18 to 24 years	55	45	95
25 to 34 years	65	35	91
35 to 44 years	62	38	55
45 to 54 years	68	32	91
55 to 64 years	77	23	49
65 years and over	72	28	18
<u>Occupation:</u>			
Professionals	60	40	43
Businessmen	70	30	34
White-collar workers	56	44	72
Skilled laborers	65	35	69
Semi-skilled laborers	62	38	29
Farmers	67	33	15
Housewives	73	27	73
Unemployed; pensioners; retired	56	44	18
Students, pupils	70	30	46
<u>City Size:</u>			
Up to 1,999	67	33	54
2,000 to 4,999	64	36	36
5,000 to 24,999	66	34	93
25,000 to 99,999	62	38	73
100,000 and more	65	35	143
<u>Land:</u>			
Brandenburg	90	10	60
Sachsen	61	39	127
Sachsen/Anhalt	57	43	96
Thuringen	61	39	69
Mecklenburg	64	36	47
<u>Distance from Berlin:</u>			
Up to 100 kilometers	82	18	68
101 to 200 kilometers	65	35	185
201 kilometers and more	57	43	139
No opinion/No answer	29	71	7

"Approximately how often do you tune it in?"

	<u>All VOA Listeners</u>				<u>No. of cases</u>
	<u>Daily</u>	<u>2-6 times a week</u>	<u>Once a week, several times a month</u>	<u>More seldom</u>	
<u>VOA Listeners</u>	22%	30%	22%	26%...100%	258
<u>Sex:</u>					
Men	20	28	27	25	157
Women	25	33	14	28	101
<u>Education:</u>					
Elementary school	24	30	17	29	138
Beyond elementary	19	31	28	22	120
<u>Age:</u>					
18 to 24 years	17	19	21	43	52
25 to 34 years	19	27	34	20	59
35 to 44 years	26	26	18	30	34
45 to 54 years	18	48	13	21	61
55 to 64 years	31	26	20	23	39
65 years and over	31	31	23	15	13
<u>Occupation:</u>					
Professionals	23	42	27	8	26
Businessmen	29	29	17	25	24
White-collar workers	10	28	35	27	40
Skilled laborers	18	33	11	38	45
Semi-skilled laborers	28	39	33	-	18
Farmers	30	20	10	40	10
Housewives	27	32	11	30	53
Unemployed; pensioners; retired	10	40	40	10	10
Students; pupils	25	16	28	31	32
<u>City Size:</u>					
Up to 1,999	28	28	11	33	36
2,000 to 4,999	13	27	30	30	23
5,000 to 24,999	20	21	35	24	62
25,000 to 99,999	22	27	20	31	45
100,000 and more	23	41	15	21	92
<u>Land:</u>					
Brandenburg	35	28	22	15	54
Sachsen	19	34	18	29	77
Sachsen/Anhalt	16	33	16	35	55
Thuringen	17	28	31	24	42
Mecklenburg	20	27	27	26	30
<u>Distance from Berlin:</u>					
Up to 100 kilometers	32	32	20	16	56
101 - 200 kilometers	21	28	21	30	121
201 kilometers and more	16	33	25	26	81



"Approximately how often do you listen to these programs?"

All BBC Listeners

	<u>Daily</u>	<u>2-6 times a week</u>	<u>Once a week, several times a month</u>	<u>More seldom</u>	<u>Don't know</u>	<u>No. of cases</u>
<u>BBC Listeners</u>	16%	32%	26%	26%	*%...100%	218
<u>Sex:</u>						
Men	18	34	20	28	-	146
Women	13	26	39	21	1	72
<u>Education:</u>						
Elementary school	10	29	29	31	1	109
Beyond elementary	22	35	23	20	-	109
<u>Age:</u>						
18 to 24 years	15	33	24	28	-	54
25 to 34 years	20	23	31	26	-	65
35 to 44 years	17	30	27	23	3	30
45 to 54 years	10	41	22	27	-	41
55 to 64 years	16	32	31	21	-	19
65 years and over	22	45	11	22	-	9
<u>Occupation:</u>						
Professionals	33	21	17	29	-	24
Businessmen	21	42	21	16	-	19
White-collar workers	11	31	36	22	-	36
Skilled laborers	14	28	14	44	-	43
Semi-skilled laborers	14	50	22	14	-	14
Farmers	10	10	40	40	-	10
Housewives	9	37	33	21	-	33
Unemployed; pensioners; retired	11	22	34	22	11	9
Students; pupils	20	37	30	13	-	30
<u>City Size:</u>						
Up to 1,999	8	23	23	46	-	26
2,000 to 4,999	6	12	38	38	6	16
5,000 to 24,999	22	24	29	25	-	45
25,000 to 99,999	12	39	25	24	-	49
100,000 and more	20	38	24	18	-	82
<u>Land:</u>						
Brandenburg	10	34	35	21	-	29
Sachsen	20	34	29	17	-	75
Sachsen/Anhalt	15	26	19	38	2	53
Thuringen	14	31	25	30	-	36
Mecklenburg	16	36	24	24	-	25
<u>Distance from Berlin:</u>						
Up to 100 kilometers	12	29	33	26	-	34
101 - 200 kilometers	17	30	24	28	1	119
201 kilometers and more	17	34	28	21	-	65

* Less than one half of one per cent.

"Which radio station do you tune in most?"

		<u>All Radio Listeners</u>				<u>Other Western Stations</u>		<u>No. of cases</u>
		<u>RIAS I&II</u>	<u>NWDR</u>	<u>Sender "Freies Berlin"</u>	<u>SuedWestfunk</u>	<u>Eastern Stations</u>	<u>BBC</u>	
<u>All Radio Listeners</u>		58%	62%	34%	18%	65%	22%	21%...280% [@]
<u>Sex:</u>								
Men		60	62	36	20	67	27	26 ...238
Women		55	62	32	15	62	16	13 ...255
<u>Education:</u>								
Elementary school		58	58	32	15	66	16	19 ...264
Beyond elementary		58	67	37	22	63	31	23 ...301
<u>Age:</u>								
18 to 24 years		53	66	32	24	75	36	26 ...312
25 to 34 years		61	63	44	23	61	25	25 ...302
35 to 44 years		60	69	31	11	73	20	18 ...282
45 to 54 years		57	61	31	13	64	13	18 ...257
55 to 64 years		61	49	41	12	47	8	16 ...234
65 years and over		61	50	11	17	56	28	11 ...234
<u>Occupation:</u>								
Professionals		58	64	14	16	65	23	30 ...270
Businessmen		56	62	47	18	50	15	9 ...257
White-collar workers		50	64	32	31	65	17	18 ...277
Skilled laborers		62	67	33	17	74	27	29 ...309
Semi-skilled laborers		55	48	28	10	59	14	24 ...238
Farmers		53	60	20	27	53	13	7 ...233
Housewives		67	59	44	11	57	16	16 ...270
Unemployed; pensioners; retired		39	61	28	17	72	17	11 ...245
Students; pupils		61	65	46	13	76	48	28 ...337

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City Size:	All Radio Listeners				Other Western Stations	No. of cases
	RIAS I&II	NWDR	Sender "Freies Berlin"	SuedWestFunk	Eastern Stations	
Up to 1,999	58%	50%	31%	15%	19%...	54
2,000 to 4,999	61	67	41	25	17 ...	36
5,000 to 24,999	64	56	43	12	18 ...	93
25,000 to 99,999	54	56	44	22	23 ...	73
100,000 and more	56	72	23	19	24 ...	143
Land:						
Brandenburg	95	37	62	3	10 ...	60
Sachsen	52	65	31	21	20 ...	127
Sachsen/Anhalt	53	68	33	18	19 ...	96
Thuringen	48	58	20	26	36 ...	69
Mecklenburg	51	79	32	15	21 ...	47
Distance from Berlin:						
Up to 100 kilometers	93	42	62	7	12 ...	68
101 - 200 kilometers	58	71	34	16	17 ...	185
201 kilometers and more	42	60	23	26	30 ...	139
No opinion/No answer	29	57	-	-	29 ...	7

@ Some respondents listened to more than one station.

"Which of these stations do you like best?"

	All Radio Listeners					Other Western Stations	No. of cases
	RIAS I&II	NWDR	Sender "Freies Berlin"	SuedWestfunk	Eastern Stations		
<u>All Radio Listeners</u>	20%	33%	19%	5%	8%	3%	12%...100%
<u>Sex:</u>							
Men	16	31	19	6	8	5	15
Women	24	36	18	4	7	-	11
<u>Education:</u>							
Elementary school	24	31	19	4	9	2	11
Beyond elementary	14	35	18	6	6	5	16
<u>Age:</u>							
18 to 24 years	12	35	16	7	13	2	15
25 to 34 years	10	34	24	3	6	7	16
35 to 44 years	22	43	18	2	2	2	11
45 to 54 years	21	30	17	7	8	2	15
55 to 64 years	36	20	18	6	8	2	10
65 years and over	44	33	6	-	6	5	6
<u>Occupation:</u>							
Professionals	16	32	12	5	7	7	21
Businessmen	21	32	26	6	6	-	9
White-collar workers	11	39	16	8	11	1	14
Skilled laborers	19	23	20	7	10	6	15
Semi-skilled laborers	21	28	14	3	7	3	24
Farmers	20	53	13	-	7	-	7
Housewives	31	30	25	3	1	-	10
Unemployed; pensioners; retired	16	44	17	6	-	6	11
Students; pupils	15	35	17	2	13	7	11

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All Radio Listeners

	RIAS I&II	NWDR	Sender "Froies Berlin"	All Radio Listeners			Other Western Stations	No. of cases
				Suedwestfunk	Eastern Stations	BBC		
<u>City Size:</u>								
Up to 1,999	24%	28%	18%	2%	9%	4%	15%...100%	54
2,000 to 4,999	17	33	28	5	6	-	11	36
5,000 to 24,999	19	24	25	5	12	2	13	93
25,000 to 99,999	21	33	23	6	5	1	11	73
100,000 and more	17	40	10	6	6	6	15	143
<u>Land:</u>								
Brandenburg	41	15	32	-	3	2	7	60
Sachsen	13	34	13	9	14	5	12	127
Sachsen/Anhalt	14	45	23	2	6	2	8	96
Thuringen	19	26	10	7	6	1	31	69
Mecklenburg	19	39	19	2	2	6	13	47
<u>Distance from Berlin:</u>								
Up to 100 kilometers	39	16	31	1	3	3	7	68
101 - 200 kilometers	17	39	21	4	9	3	7	185
201 kilometers and more	13	31	11	9	7	4	25	139
No opinion/No answer	14	43	-	-	29	-	14	7

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